Inbound COVID-19 Sentiment Tracker

Market Snapshot – Australia

Read the full report for Wave 3 here (PDF, 7.6MB)
Australia Market Summary

**Travel intentions**

Intending to travel abroad for leisure*

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<td>62%</td>
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**Journey purpose**

- Holiday: 79%
- Visit friends or relatives: 48%
- Other leisure purposes: 22%

**Planning stage**

- Trip booked: 7%
- Destination chosen: 28%
- Trip planned: 36%
- Intend to travel: 62%

Among leisure trip intenders:

- 35% consider Europe
- 12% consider Britain

Among Britain intenders:

- 64% consider England
- 38% consider Scotland
- 29% consider London
- 23% consider Wales

* *(% definitely & probably) in the next 12 months*

**Travel preferences**

**Top activities**

- History and heritage: 51%
- Iconic tourist attractions: 49%
- Dining out: 48%
- Outdoor nature activities: 44%
- Visiting cultural attractions: 41%

**Destination types**

- Will roam around: 46%
- Large city: 49%
- Coastline: 35%
- Country/village: 40%
- Mountains or hills: 27%
- Small/mid-sized city/town: 30%

**Top Travel Companions**

- With your spouse/partner: 71%
- With children (under 18): 22%
- Alone: 18%
- With friends: 16%
- With adult family members: 15%
- As part of a tour group: 3%

**Top Accommodation**

- Hotel chain: 70%
- Boutique hotel: 47%
- Bed and breakfast: 45%
- Self catered property: 37%
- Private rental: 36%

**Top modes of transport within Britain**

- Rented car/vehicle: 56%
- Domestic flight: 54%
- Public transport - Train: 49%
- Public transport - Tube/subway: 48%
- Public transport - Bus: 38%
- Own car vehicle: 33%
- Private coach/minibus: 32%
- Taxi: 32%
- Uber/other sharing app: 31%

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021

All data is from Wave 3, unless stated.
Australia Market Summary

**Top travel drivers**

- **...for any international trip**
  - Money-back guarantee should I wish to cancel my trip: 44%
  - Insurance for COVID-19 related travel/regulations changes: 39%
  - Removal of quarantine policies in home country: 36%
  - Removal of quarantine policies in destination country: 34%
  - Receiving a Covid-19 vaccination: 32%

- **...for a trip to Britain**
  - Money-back guarantee should I wish to cancel my trip: 38%
  - Insurance for COVID-19 related travel/regulations changes: 32%
  - Removal of quarantine policies in home country: 30%
  - A significant decrease in coronavirus cases at destination: 27%
  - The introduction of a vaccine passport: 25%

**Travel Concerns – for travel to Britain**

- Change in quarantine requirements on my return home: 86%
- Other people not following COVID-19 policies/procedures: 82%
- Access to healthcare if I contract COVID-19 abroad: 81%
- Affordability of robust travel insurance: 80%
- Accessibility of affordable air fares: 78%
- Contracting COVID-19 during my journey/trip: 77%
- Limited / restricted experiences at destination: 73%
- Extra admin involved with new policy/rules during the trip: 66%
- Costs of mandatory COVID-19 tests: 65%
- Locals’ attitude towards international tourists: 57%

**Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 86%
- I will look for less crowded places, even if I miss attractions: 70%
- I will favour local destinations instead of traveling internationally: 69%
- I will leave booking until later/last minute: 63%
- Booking through a travel agent is a safer option at the moment: 62%
- I would be comfortable using public transport within the destination: 59%
- I will think more about sustainability when planning future holidays: 58%
- I will be intending to take fewer but longer holidays: 58%
- I will favor destinations I have been before rather than new places: 54%
- I will travel internationally as soon as I can after I get the vaccine: 54%
- Due to covid-restrictions, I will have more annual leave to use: 52%

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Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
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*% very & somewhat concerned
**% completely & somewhat agree